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ABSTRACT

This bibliography lists and describes published and unpublished material relating to mass communications in Hong Kong and Macao, from 1945 to 1973. Most of the items listed are written in Chinese; a limited number are in English. Part one, which deals with Hong Kong, lists 115 items divided into 18 sections: bibliography and reference material; communication theory and research methods; communication (general); newspapers; print media; broadcast media; film; audiovisual media; traditional media; laws of mass communication; communication in development; communication teaching and training; mass media in formal education; advertising, marketing, public relations, and management; government communication; social contexts of the media; communication technology; and mass communication periodicals. Part two lists seven items dealing with Macao. An author/title index is included. (GW)

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ED149368

Asian Mass Communication
Bibliography Series 3

MASS COMMUNICATION IN

HONG KONG and MACAO

an annotated bibliography

Compiled by
Timothy L.M. Yu

U S DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
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General Editors
Y. V. Lakshmana Rao
Lena U Wen Lim

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Amic

Amic is a non-profit educational institution serving Asia from its headquarters in Singapore. It is jointly sponsored by the Friedrich-Ebert-Stiftung, an independent foundation in the Federal Republic of Germany and the Government of Singapore. Amic is one of several regional documentation centres around the world which, with the encouragement of Unesco, are working to promote the dissemination of information pertaining to mass communication. In addition, Amic also acts as an independent foundation charged with the responsibility of raising the standards of teaching, training, research and practice of mass communication in the region. It meets this responsibility by convening conferences and seminars, by organising refresher courses, by offering consultancy services and through a publication programme, which includes a newsletter, Media Asia, monographs, occasional papers, bibliographies, etc. Its policies and programmes are determined by its general membership on the advice of an elected Committee and the Secretariat.

INTRODUCTION

This bibliography series is unique in that it was compiled as a cooperative project involving partners from ten different countries in Asia. The countries are: Hong Kong, India, Indonesia, Korea, Malaysia, Nepal, Pakistan, Philippines, Sri Lanka, and Taiwan, with Amic undertaking the compilation for Singapore.

This is perhaps the first time that a comprehensive bibliography of this kind has been attempted to cover the multi-disciplinary fields of mass communication in so vast a region as Asia. While Amic is aware that there are many very strong collections of Asian materials in the West, it is convinced that a work of this kind derives added strength because it is compiled in the country of origin and by persons familiar with the work done by their colleagues.

Purpose

This series was initiated and funded by Amic to meet the need expressed at many seminars that there is little or no information about materials on mass communication in Asia. It is hoped that this series will help to map out the existing literature so that future research can be programmed to areas of greatest need. When completed, this series should reinforce the documentation work of Amic as well as provide the jumping board from which trend studies can be made.

Development of project

This two-year project started in January 1973 when cooperating partners, both subject specialists and experienced librarians were contacted to undertake the compilation of materials from their respective countries. Individual agreements were reached with cooperating partners in their individual capacities or through their institutions. A detailed draft outline of the project was circulated for comment.

A small group of nine met in Bangkok on March 31, 1973, to discuss the draft outline. Suggestions, amendments, refinements were made which were incorporated into the revised outline. This not only described the project but

also provided adequate details to serve as a kind of compiler's manual so that a certain degree of uniformity could be maintained.

In November 1973, a two-day workshop was called, to which those whose projects had already started, were invited. Progress reports, problems encountered and further clarifications were brought up at the workshop. The meeting also gave coordinators the opportunity to work through the collection at Amic to supplement their own materials. Crucial and important suggestions were made which the secretariat was happy to incorporate into the revised outline.

In a bibliography of this nature, which is the work of many hands and minds distributed over a large region, it soon became evident to Amic that while uniformity of standard was important, flexibility was equally necessary. Because of the need to meet the special requirements of individual bibliographies, it was decided that the bibliography should be issued in separate country compilations. This therefore gave compilers the flexibility of varying the scope and coverage, style of spelling, transliteration, etc. For instance, Malaysia and Sri Lanka, where mass communication materials are relatively few, decided to include periodical materials and Philippines and Taiwan preferred American spelling forms.

Scope and coverage

This series attempts to be comprehensive in covering the multi-disciplinary field of mass communication. Areas such as agriculture, anthropology, community development, economics, education, law, political science, population, public administration, sociology, social psychology, and urban studies were searched for materials on relevant aspects of communication.

All print material whether issued as books, parts of books, pamphlets, conference reports, seminar papers, M.A. and Ph.D. theses, research studies, surveys, government annual reports, commission reports etc. are included. Published and unpublished materials, included, covered the periods: 1945-1973 and 1960-1973 respectively. Materials in all languages are included. Audio-visual materials, newspaper articles and materials written by Asians about mass communication in Western countries are excluded. Periodical materials are included in some compilations.

Method of compilation

Individual bibliographies were compiled by "coordinators" in each country with Amic coordinating the entire project. Compilations were based on the collections found at key institutions in the metropolitan centres and supplemented by mailed requests or individual visits to selected institutions in other cities. The first drafts of all bibliographies were mailed to Amic for editorial and bibliographic control. Final printing and proof reading were also undertaken at Amic.

Arrangements

A simple subject arrangement with an author index is adopted. A short descriptive annotation accompanies most titles, except those whose titles are adequately descriptive of their content.

Updating

Depending on the quality of and response to this first exercise, it is hoped that this series can be updated triannually. If resources and time permit, this may be undertaken by Amic, or perhaps by the present cooperating partners themselves.

Acknowledgement

Amic wishes to place on record the fine cooperation which the ten partners in this project so unstintingly gave. Often this took the form of releasing manpower, or of extending the use of institutional facilities, and in a few cases, of shouldering part of the financial expenses of the project. Special thanks too are due to the coordinators who often had to work on their own time and under difficult conditions. Mention too should be made of the many institutions and individuals who assisted the coordinators in bibliographic or secretarial work.

By special arrangement, this bibliography on *Mass Communication in Hong Kong and Macao* was compiled by Prof. Timothy Yu, formerly Head of the Department of Mass Communication, Hong Kong Baptist College, and currently the Director and Professor at the Center for Communication Studies, Chinese University of Hong Kong. Amic wishes to thank Prof. Yu for his cooperation and contribution and for finding time to participate in this regional project.

The editors also wish to acknowledge the cheerful help given by various Amic staff members in the editorial and production aspects of this publication. This compilation could not have been possible without the editorial and secretarial assistance of Samina Hameed and Angeline Ong.

Y.V. Lakshmana Rao

Singapore, 1976 **Lena U Wen Lim**

PREFACE

Eighteen months ago, when the heads of four Hong Kong leading libraries sat together with me in consultation on the preparation of the present volume, none of us was too optimistic. Hong Kong has long been on the receiving end of the pipeline wherein the knowledge of modern communication studies flows. Little had been done on this piece of British "borrowed land", we thought, to help widen the horizon of our learning in human communication.

With the assistance of a group of students from the Chinese University of Hong Kong and the Hong Kong Baptist College, we went through the extensive collections of books and periodicals published between 1945 and 1973, mostly in English and partially in Chinese. We tried to locate anything that had to do with mass communications in Hong Kong, be it a whole book, a chapter of a book, an article in a magazine, or an unpublished fugitive research paper. As the famous Chinese saying goes, we were endeavouring "to look for a needle from the bottom of the sea."

To our great surprise, at the bottom of the Hong Kong Victoria Sea, we recovered enough needles to hit our goal, though we do not claim that the bibliographical list contained in this volume is fully comprehensive nor is it exhaustive. We are ready to compile a revised one when new data justify such an effort.

We sincerely hope that the little we have done here will arouse a general interest and concern from people in Hong Kong and elsewhere who may come across, or have access to, information that may bring about a new list and fill in the many unavoidable gaps.

The coordinator wishes to extend his thanks to the following for their generous help in the preparation of this volume: Mr. H. H. Rydings, Chief Librarian of Hong Kong University; Dr. L. B. Kan, Chief Librarian of The Chinese University; Mr. Alexander Ng, Assistant Librarian,

Urban Council Libraries, City Hall; and Mrs. Kitty Tse, the Librarian of Hong Kong Baptist College, for making available their files. Without the basic Hong Kong collections of these libraries, the volume would not have been possible.

My special thanks should also go to Mr. Luis G. Gomes, former Director of the Lead Senado Library, Macao, whose knowledge of books in Macao is probably second to none in this area. With the data contained in his excellent work, *Bibliografia Macaense*, published in 1972, we were able to glean the few entries published here under Part II Macao.

I must also thank my students who took pains to read voluminous books and periodicals during the last two summers and paved the way for the selection and final writeup of the entries.

This undertaking, though small, required the collaboration of many. It is not possible to acknowledge all who contributed to its completion, yet the devoted effort of Miss Angela Wong and Miss Sandy Lee should be especially mentioned here. Both of them have given me the much needed assistance in putting the selected material in shape.

Finally, I express my gratitude to Amic which provided the grant to cover the cost of such an extensive research project.

Hong Kong, 1975

Timothy L.M. Yu

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17. **COMMUNICATION TECHNOLOGY**
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18. **MASS COMMUNICATION PERIODICALS**
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PART I: HONG KONG

1. BIBLIOGRAPHY AND REFERENCE MATERIAL

1. **CHINESE Language Press Institute**
   A list of the frequently used Chinese characters for newspaper usage. Hong Kong, CLPI, 1970. 116 + 14p. Chinese.

   In addition to a list of 3,000 Chinese characters commonly used in journalistic writing, it contains a report on how the list was prepared, how the researchers traced the development of the Chinese characters and then set up principles for the compilation. The purpose of the basic list is to try to popularise journalistic writing, and to make the complicated Chinese typesetting process less difficult.

2. **CHINESE University of Hong Kong.** Department of Extramural Studies
   Technical terms on moon-landing. Hong Kong, Published by Chinese University of Hong Kong, Asia Foundation, and Chinese Language Press Institute, 1969. 11 1.

   A glossary of terms used to report the landing of men on the moon. It contains a standardised translation of terms connected with the plan of the Apollo 12 landing on the moon. The glossary was divided into three sections: technical terms, geographical terms of the moon, and names of astronauts.

3. **MARTYN, L** comp.
   Drama for Hong Kong. Hong Kong, Urban Council Public Libraries, 1967. 52 + 8p. bibl.

   An annotated bibliography of books on the theatre and of plays available in the public libraries of the Urban Council with the aim of promoting Hong Kong people's interest in drama. All the titles included are listed in alphabetical order.

2. COMMUNICATION THEORY, RESEARCH METHODS

4. **TU, Ling**
   Public opinion and polling. Hong Kong, Ching Wai Marketing Research Institute, 1968. 297p. bibl. Chinese.

   This book deals in great detail with modern techniques of public opinion survey and their applications. Sample pollings conducted in Taiwan and Japan are included as appendix. Ample examples are given on how to do sampling and interviewing within a Chinese cultural setting.

3. COMMUNICATION (GENERAL)

5. **ALLEN, Charles L**
Communication patterns in Hong Kong. Hong Kong, The Chinese University of Hong Kong, 1970. 125p.

A study of the communication patterns based on a sample of 3,000 Chinese (which includes unskilled, semi-skilled and manual workers; skilled operatives; managers and other professionals) and 500 non-Chinese of Hong Kong: their behaviour and habit in newspaper and magazine reading, movie viewing, TV viewing and radio listening. It also includes general educational, financial and other demographic data of the subjects interviewed.

4. NEWSPAPERS

6. **An ANNUAL report on Hong Kong press development. In Wah kiu yearbook. 1948.**

7. **BRITTON, Roswell S**
The Chinese periodical press 1800-1912. Taipei, Ch'eng Wen Publishing Co., 1966. 132p. illus. bibl.

A sketch of the Chinese press from the time when modern journalism began, to the time when the indigenous periodical press expired. It analyses how indigenous periodical press and alien journalism functioned in the formation of the modern Chinese press. There is one chapter devoted to the earliest stage of development of the Hong Kong newspapers, introducing the pioneer figure Wang T'ao who founded the Tsun Wan Yat Pao.

8. **CHANG, Kuo-sin**
A survey of the Chinese language daily press. Hong Kong, Asian Programme, International Press Institute, 1968. 148p. Chinese and English.

Surveys the development of the Chinese language daily press published all over the world with particular emphasis on the press of Hong Kong and Taiwan. The Chinese press in Southeast Asia is mentioned briefly. Discusses some of the basic problems confronting the press such as circulation, management, advertisement, production and press freedom. Includes a "Directory of the Chinese language press 1815-1925" and "The press (dailies) today — as of January 1968."

9. **CHIU, King-sum**
Introduction to literature and journalism. Hong Kong, Sam Tat Publishing Co., 1954. 126 + 26p. Chinese.

The second part of the book contains a series of lectures on principles of journalism. It includes an account of how some famous newspapers in China evolved from a family business into big enterprises.

10. **CLARKE, Prescott**
The development of the English-language press on the China coast 1827-1881. London, University of London, 1961. 491+29 l. bibl. microfilm of typescript thesis.

The writer traces the development of the English-language press in China from 1827-1881 which is the approximate start of professional journalism in China. The content of this thesis centres around four main topics: the development of newspapers and periodicals, their layout, size, prices and circulation; biographies of editors and publishers of the newspapers; comment on policies and opinions of newspapers in each period and their reactions to local and foreign affairs; reactions to the newspapers from Chinese and foreigners and their readership. The writer devotes a large section to the development of the English press in Hong Kong as it was one of the chief centers for the flourishing of the papers, and traces the change of political stands of the Hong Kong newspapers with the change of "government" in China. The history of the English press was divided in eight periods. The writer also discusses the growth of Portuguese newspapers in Macao.

11. **CLAYTON, Charles C**
Hongkong [newspapers]. In Lent, John A, The Asian newspapers' reluctant revolution. Ames, Iowa State University, 1971. p.55-64 illus.

An essay about the uniqueness of the Hong Kong society and its press system with a brief history on press development. The writer outlines the characteristics of the newspapers: lack of adequate international news coverage, emphasis on entertainment materials and lack of own plants for publishing. The writer also analyses the contents of two Hong Kong newspapers, one large and one small, to compare their differences in news coverage and editorial policy.

12. **FUNG, Ai-ch'in**
History of Chinese press in foreign countries. Taiwan, Students Bookstore, 1967. 135p. illus. Chinese.

A history of the development of the Chinese press in places outside China. The writer devotes a whole chapter to analysing the press development of Hong Kong (p.4-38), from the year 1858 when the first Chinese newspaper was published to the 1960's. The writer also analyses the political stands of these papers through content analysis of their editorials published on the national days of the two Chinas.

13. **HO, Kin-cheung**
The press by Ho Kin-cheung and others. Hong Kong, Wah Kiu Yat Pao, 1955. 51p. illus. Chinese.

A collection of essays by Hong Kong journalists on: newspapers; the development of the press; the work and qualifications of reporters; the organization and the practice of a newspaper.

14. **HONGKONG Secondary Schools Student Union**
Student Newspaper Publishers' Conference report. Hong Kong, 1969. 27+14p. illus. English and Chinese.

A report of the conference together with speeches by guest speakers. The guest speeches mostly center on press censorship and management of newspapers.

15. **HU, Yin**
Talks on journalism. Hong Kong, Education Publications Co., 1966. 184p. Chinese.

A collection of the writer's 13 lectures on journalism, its principles, the social responsibility of journalists and the newspaper practices.

16. **INTERNATIONAL Press Institute**
Report of the Conference of editors of Chinese language newspapers of Southeast Asia. Hong Kong, IPI, 1967. 30p. illus. Chinese.

A report of the conference with speeches and discussions of the participants. These speeches are mostly about the techniques of newspaper management and the problems of translation. Participants were editors of Chinese newspapers and periodicals published in Hong Kong and in other countries of Southeast Asia.

17. **KING, Frank Henry Haviland**
A research guide to China-coast newspapers, 1822-1911 by Frank Henry Haviland King and Prescott Clark. Cambridge, Harvard University Press, 1965. 185 + 11p. bibl.

A detailed history of the development of English and other foreign language presses on the China coast together with some information on the growth of the Chinese press. The writer traces the history of the press in ports along the China coast viz. Shanghai, Hong Kong, Canton and Macao. An annotated bibliography of newspapers published during the period is attached. The period covered about the press in Hong Kong was from 1842 when the first newspaper — **Friend of China** — was published to the early 20th century. The writer analyses how the Hong Kong press and political system inter-react with the situation in China mainland.

18. **KO, Kung-chen**
History of Chinese journalism. Hong Kong, Tai-ping Bookstore, 1964. 352p. bibl. Chinese.

A history of the Chinese press and its relation to the development of Chinese society and culture was originally published in Shanghai in 1927. The writer divides the

development of the Chinese press into four periods: the official press of the Han and Tang Dynasties, the alien press during the end of the Ching Dynasty, the Chinese-owned and operated press, and the rapid progress of the Chinese language press enterprise during 1912-1924. The book deals widely with the growth of the press in Hong Kong throughout its many chapters.

19. **LAN, Ling**
A review of Hong Kong from its press system. In **Publisher's monthly, 11, Jul 1959, 8-9, 18. Chinese.**

A descriptive and critical survey of 13 Chinese newspapers in Hong Kong. The author chose these newspapers because he does not seem to have read the others carefully enough to write about them. He concludes that there is a common stance taken by these newspapers — anti-communist and protecting Hong Kong.

20. **LI, Po-ming**
Principles of journalism. Hong Kong, Cultural Institute, 1958. 208p. Chinese.

A collection of the lectures which the writer gave in the Journalism Department of The United College, outlining the principles, history and practice of journalism, including broadcasting and news agencies.

21. **LIN, Yu-lan**
A Chinese newspaper of a century ago. In **Journalism semi-annually, 3(8), Jun 1967, 84-90. illus.**

A page by page content analysis of the oldest Chinese newspaper available in Hong Kong. It tries to trace the situation of the press in that period. The paper is a 4-page one, with the front page devoted to business news, the second and fourth for ads and shipping news, and the third for local and foreign news.

22. **LIN, Yu-lan**
The development of the press in Hong Kong. In **Journalism semi-annually, 2(10), Aug 1962, 100-115.**

A brief history of press development in Hong Kong, starting from 1858 when the first newspaper came out (i.e. the **Chung Ngoi San Po**) to the 1940s through revolutions in China and the urbanisation of Hong Kong, featuring outstanding newspapers of the past. The writer also traces the change of newspapers from political organs to commercial and evening newspapers. The development of the press was divided into three stages: the opening of Hong Kong to the revolution of 1911, and from the revolution to the Mukden incident of September 18, 1931 and from then to the Japanese occupation of Hong Kong in 1942.

23. **LIN, Yu-lan**
The Hong Kong press, as I see it. In **Journalism semi-annually, 1(1), 1961? 161. Chinese.**

A subjective analysis of Chinese newspapers in Hong Kong after the communists had taken over China, criticising the hinderance of Colonialism on the press and newspapers which are pro-Communist. The author also disapproves of what he calls the "Hongkong type" of press which leans towards whichever party is in power.

24. **LIN, Yu-lan**
Pioneer of modern Chinese newspapers — Huang Sheng. In **Journalism semi-annually, 4(3), Dec 1969, 108-111. Chinese.**

A review of the role played by the pioneer of modern Chinese newspapers — Huang Sheng in the earliest stages of the development of Chinese newspapers in Hong Kong. The writer specially emphasizes that Huang is the first editor-in-chief of the Chung Ngoi San Po, not Wu Ting-fong who is generally believed to be the pioneer. He quotes many historical sources to support his view.

25. **LIN, Yu-lan**
The present and the future of Chinese newspapers in Hong Kong. In **Journalism semi-annually, 4(6), Jun 1971, 104-109. bibl. Chinese.**

A review of the present situation of Chinese newspapers in Hong Kong, analysing its characteristics: the large number, the low price, the emphasis on entertainment materials and the problems faced by the press: the soaring price of newsprint, the lack of professionals, the proper aim of producing a news paper. The writer also forecasts that as newspapers become enterprises, the demand will be more difficult to meet, since the readers may then be more educated. The article also includes a list of circulation figures of the newspapers in Hong Kong.

26. **LIN, Yu-lan**
Press law and freedom of the press in Hong Kong. In **Journalism semi-annually, 3(1), June 1963, 72-83. bibl.**

A discussion of press freedom in Hong Kong. The writer quotes facts and past events to demonstrate how the control of Publications Consolidation Ordinance, 1951 affects and controls newspapers in Hong Kong. He also quotes other newspaper editorials about press freedom.

27. **MA, Hsing-yeh**
What Hong Kong contributes to Chinese journalism. In **College life, 1(12), Apr 1956, 35-37. Chinese.**

A brief history of newspaper development in Hong Kong during the late 19th century and its relationship to the development of press in China. The writer tries to show how the Chinese press was affected, how the development of the Hong Kong press grew northwards and why. He emphasizes that modern press should aim at reflecting public opinion, not merely official views.

28. **MAI, Sau-yuan**
Hong Kong press in the past seventy years. In **The China bi-weekly, 36, Apr 1967, 11-13; 37, May 1967, 12-14. Chinese.**

A general survey of the press development in the past seventy years to mark the seventieth anniversary of the Chinese **Hua Chi Jai Pao** which has the longest life span among all other Hong Kong newspapers. It was started in 1864. The survey covers the period from 1864 till 1934. This essay contains one of the newspaper's editorials that commemorates its first anniversary by analysing the content of the paper and its role in the society.

29. **MITCHELL, Robert Edward**
How Hong Kong newspapers have responded to the turbulent rapid social change. In **Asia survey, 9(9), Sept 1969, 669-681. illus.**

A study on how Hong Kong newspapers have responded to the turbulent changing years from 1951 to 1966. It focuses on how editorial directions changed and how the topic foci changed in the years. The writer picked three different types of newspapers: left-wing, right-wing and English language newspapers. He compared their editorial direction, percentage of editorials devoted to Hong Kong issues, the strength of their criticism and the constructiveness of criticism.

30. **SOUTH China Morning Post Group**
New plant review, April, 1971. Hong Kong, South China Morning Post, Ltd., 1971. 38p. illus.

It outlines the impact of the shift of using offset printing for the Post group of newspapers: how it copes with such changes. Also in the review is a general survey of people working behind the news: those working for the promotion of the newspaper, doing the reporting, editing and photography.

31. **TING, Wang** ed.
A compilation of press articles of Peking's news policy during the Cultural Revolution. Hong Kong, The Chinese University of Hong Kong, 1973. 219 + 8p. Chinese.

A compilation of press articles during the cultural revolution on Communist China to illustrate the news policy of the country. The volume is divided into four sections: articles reflecting the basic press policy of Peking and Mao, Liu's different views of press policy: articles on the cultural revolution carried by official newspapers and transmitted by the official news agency; articles carried by district newspapers; the Communist's journalism revolution, its principles and practices. The book includes an appendix of Mao's speeches on journalism responsibility. The writer adds some footnotes here and there of his own observations and opinions about Mao's speeches.

32. **TING, Wang**
How to edit news about Mainland China. Hong Kong, Contemporary China Research Institute, 1971. 9p. bibl. illus. Chinese.

Text of a talk to journalism students on how to avoid mistakes in handling news about Mainland China. The writer stresses the knowledge of the editor as one of the most important factors in eliminating mistakes. He demonstrates some of the common mistakes the local Chinese press makes in handling such news. Abstract from the **Ming Pao Monthly.**

33. **TSAO, Chu-jen** ed.
A reader in modern Chinese reportages. Hong Kong, San Yu Publishing Co., 1968, 1973. 2v.

A collection of reportages from the period of the late Ch'ing Dynasty to the early years of the Republic of China by different writers. The first volume consists mostly of news stories of the political situation in modern China. The second volume contains features about travelling, the social life and the college life of that period. These reportages help readers to paint a picture of the situation of the time. The first volume also contains Tsao's views about what is a reportage and the general rules of writing for newspapers.

34. **TSAO, Chu-jen**
Reportages. Hong Kong, 1956. 3v. Chinese.

A series of three books on the writer's experiences in reporting as a war correspondent and a columnist during the 1940's and 1950's. The first volume, published in 1956, is about the cultural and political scenes of Hong Kong from the writer's point of view when he came in 1952. The second book is about the writer's experience as an editor and reporter from 1945 to 1949; and the third contains episodes of the writer's wartime reporting life.

35. **WEI, Michael**
A newspaper's vocabulary; a raw frequency count of the words in the South China Morning Post by Michael Wei and Timothy Light. Hong Kong, Chinese University of Hong Kong, 1973. 61p.

A survey of the common vocabulary of the news story of the **South China Morning Post** by comparing it with four standard vocabulary lists commonly used by Hong Kong primary and high school students. It shows that there is a low congruence between the lists and the newspaper's word list. Only 40 per cent of the most commonly used words of the newspaper appear in all the four lists.

36. **YU, Kung** pseud.
The development of Hong Kong newspapers and publications in the past decade. In **Publisher's monthly, 13, Sept 1959, 9-14. Chinese.**

A year by year analysis of the development of newspapers, publications and agencies in Hong Kong in the decade from 1949-1958. The author considers this period as the period when most of the social changes took place, and when newspapers and publications rose and fell most rapidly. He also lists papers and publications surviving those ten years of rapid rising and falling.

5. PRINT MEDIA

37. **CH'ANG, An-chu** pseud.
Reviewing used-book shops of Hong Kong. In **Publisher's monthly, 3, Jul 1958, 7. Chinese.**

A critical essay on used-book shops in Hong Kong, comparing them with those in Mainland China. The writer points out that the general lack of collector's items and out-of-print titles make these shops nothing but a mart of "waste papers". He believes it is due to the fact that the owners know nothing about books and the customers are ignorant too. He concludes that these shops are not, by any standard, comparable to those in Peking and Nanking.

38. **CHANG, Ching-li** ed.
Historical materials on publishing in China. Shanghai, Chung Hua Book Co. Ltd., 1954. 4v. illus. Chinese.

The four volumes cover the period from 1862, the year that witnessed the setting up of a translator training school by the Ching Dynasty, to 1949 when Communists took over China. Hundreds of articles by different writers on the various aspects of the publishing business in China are compiled according to chronological order. There is one article in v.4 which deals directly with the newspaper publishing business in Hong Kong.

39. **CHINESE University of Hong Kong.** Journalism Department
The magazine world. Hong Kong, Journalism Department, New Asia College, Chinese University of Hong Kong, 1966. 28p. illus. Chinese.

A magazine about magazines in Hong Kong. It contains essays by students of the magazine editing class, each analysing one example of a magazine ranging from children's magazines, pictorial magazines to news magazines. The main purpose of the magazine is to reflect interests and whims of the different magazine's respective critics.

40. **CHIU, Sung-wai**
A survey on readership, studies and opinions of the students of the Chinese University of Hong Kong. Hong Kong, Chinese University of Hong Kong, 1968. 251p. illus. mimeo.

A survey conducted by a marketing research class. Part of the survey was on the readership of newspapers, and magazines of the Chinese University students. It was found that **Sing Tao Wen Pao** is the most popular newspaper and the **Reader's Digest** the most favoured magazine.

41. **CHUNG, Jen-lin**
The decline of the publishing of comic strips in Hong Kong. In **Publisher's monthly, 8, Apr 1959, 7-8.**

The writer accounts for the decline of comic strips in Hong Kong. Comic strips are a favourite of children. He traces the change of contents of the comics, the golden age of the literature in the 1950s and finally the decline. But he concludes that there is a future for such kind of art, especially for transmitting Chinese arts to overseas Chinese and that if the contents can be improved, comics can be very helpful in educating the young.

42. **DANIELS, Harvey**
Printmaking. Hong Kong, Toppan Printing Co. Ltd., 1971. 215p. illus.

It is a practical introduction to the art and craft of printmaking, discussing, comparing and explaining all techniques of printmaking with or without a press. It also includes instructions on rubbing, frottage, monoprints, relief printing, silk screening, lithography, etching and engraving.

43. **FONG, Tao**
The techniques of publishing. Hong Kong, Yih Mei Book Co., 1960. 111p. illus. Chinese.

An introductory book on the techniques of publishing, intended for readers who want to take up publishing as a career. The writer shows the whole process step by step: preparation work, the make-up, the proof-reading and finally the process of printing and publishing.

44. **HONG KONG.** Labour Department
Journalism — careers pamphlet no. A-9. Hong Kong, Government Printer, 1972. 12p.

The pamphlet, produced by the Youth Employment Advisory Service of the Labour Department, tries to explain to potential print media workers types of jobs available and the required qualities and qualifications. There is one section about journalism education.

45. **HONG KONG.** Printing Industry Committee
A report of the manpower survey of the printing industry, 5-23, Aug 1969. Hong Kong, Government Printer, 1970. 25 + 56p. illus.

A report of a survey done by the Committee during the period August 5-23, 1969. The aim of this survey is to collect facts about manpower in the publishing business:

the number of the employed and their position; the technicians, craftsmen and the unskilled presently under training; their salary range; the standard of education the employers expect their employees to have, and a forecast of the number of vacancies by 1970. The report also includes recommendations to design future professional training based on the results. The annexes and appendices are in English and Chinese.

46. **HONG KONG Productivity Centre**
Industry data sheet: printing and publishing industry. Hong Kong, Productivity Centre, 1972. 11p.

A compilation of statistical tables indicating the manpower, the structure and the import and export volume of the printing and publishing business in Hong Kong.

47. **HONG KONG Publishers and Distributors Association**
A general survey of the members of the Hongkong Publishers' Association. In Publisher's monthly, 10, Jun 1959, 6-17. Chinese.

A survey of 21 publishers and two monthlies, giving their brief histories, the books they publish and their present situation. These organisations are all members of the Hong Kong Publishers' Association.

48. **KAN, Lai-bing**
Libraries in Hong Kong. Rev. ed., Hong Kong, Hong Kong Library Association, 1975. 96p. illus.

A guide to existing libraries and library facilities in Hong Kong.

49. **LI, Shu-hua**
The origin of Chinese printing art. Hong Kong, New Asia Research Institute, 1962. 202p. illus. bibl. Chinese.

An analytical history of the art of printing in China, with special reference to the early invention of sculpturing and the history of stamps and tombstone copying which marks the beginning of the development of mechanical printing. This book contains ten research papers on printing by various writers.

50. **LI, Yin**
A survey of magazine business in Hong Kong. In Publisher's monthly, 3 Jul 1958, 8-9. Chinese.

A survey of magazines published in Hong Kong together with an analysis of the rise and growth of magazines, an evaluation of different types of magazines and a concluding note on the difficulties of the magazine business. The writer classifies magazines into seven types viz. academic, political, reportorial, economic, literary, and those for youth and children. But all these magazines have the same anti-Communist political stance.

51. **LU, Hsiang**
The story of books. Hong Kong, Chung Hua Bookstore, 1971. 39p. illus. Chinese.

A story for youth and children relating the history and development of books from the word of mouth transmission of ideas to modern printed books, introducing the invention of characters, letterpress printing and the process of producing a book, the typesetting, the printing and the binding.

52. **NIEN, Tz'u**
The origin of books. Hong Kong, Sun Ya Children's Publication Co., 1968. 20p. illus.

A story book for children which narrates in simple language, with the help of illustrations on how writing was invented and traces the origin of books to the modern times.

53. **TANG, She-shou**
The techniques of screen printing. Hong Kong, Wan Li Book Co., 1970. 70p. illus. Chinese.

An introductory self-taught book in screen-printing: the principles, the processes and the techniques. It discusses the techniques of screen printing not only on papers but also on special materials such as cotton, nylon, terylene, plastic plate and metal. The book analyses the techniques step by step, using photos and drawings to illustrate the process.

54. **TRADE Development Council**
The publishing and printing industry. In **Hong Kong Enterprise, 1(8), Aug 1968, 12-23.**

A review of the year's publishing and printing industry. It traces the development of the industry, accounts for their export amount and the future trends. It also gives reasons for the flourishing of the industry and statistical analysis of the structure, manpower and export amount of the industry.

55. **WEN, Kuo-chung**
Letterpress printing. Hong Kong, Institute of Publishing Industry, 1970. 268p. illus. Chinese.

An outline of the process of letterpress printing. The book, based on the writer's own experiences, contains six chapters, each dealing with one step of the process.

56. **YU, Ch'ung**
Hongkong publications in Taiwan market. In **Publisher's monthly, 12, Aug 1959, 12. Chinese.**

The author cites six reasons for the limited number of Hong Kong publications circulating in Taiwan after reviewing the market of Hong Kong publications. He says that it may be due to the different standards of inspection, the

difficult and complicated procedure of book registration in Taiwan and the Government protection of Taiwan publications against the competition of Hong Kong books. The author says that more can be done to widen the Taiwan market so that Hong Kong and Taiwan can really enjoy cultural "exchange".

57. **YU, I-p'ing**
The direction the publishers should take. In **Publisher's monthly, 8, Apr 1959, 2-3, 6. Chinese.**

The writer analyses, with statistical evidence, the weaknesses of the publishing business of Taiwan and Hong Kong. He points out the shortage of books on natural science and applied techniques and calls for more books of this kind through the cooperation of publishers and specialists.

58. **YU, Kung** pseud.
The book publishing business of Hong Kong back in 1959. In **Publisher's monthly, 17, Jan 1960, 3-5, 8. Chinese.**

A review of the book publishing business of Hong Kong in 1959. The writer classifies books into eight types which include textbooks, children's magazines, movie, kung-fu, technology, pornography, literary and political. He also reviews the local market and the outside market for Hong Kong books.

59. **YU, Timothy**
Editing a magazine. Hong Kong, Rock House, 1965. 366p. illus. bibl.

A textbook prepared specifically for magazine editing and a writing course at college level. It also deals with book and newspaper editing and production. Modern communication theories are applied to the design of a magazine, preparation of an editorial mix, audience analysis and market survey. It contains five major sections: the functions of a magazine, brief history of the Chinese magazine development, the formation of a magazine's editorial policy and its format, the editing techniques, problems of magazine editing, and the editor's ethics.

6. BROADCAST MEDIA

60. **CHIEN, P'ing**
Play writing for broadcast. Hong Kong, Writer's Union Publisher, 1970. 121p. Chinese.

A self-help book on the techniques of different kinds of creative writing for young people who want to become writers. The model writings discussed in this book include

fiction (characterisation, dialogues), broadcast plays, newspaper columns, features, book reviews and other commercial writings.

61. **EVEREST, F Alton**
Acoustic techniques for homes and studios. Pennsylvania, Tab Books, 1973. 206p. illus. bibl.

An understand-by-yourself book based on his experiences in USA and Hong Kong to help readers understand and solve acoustic problems. It is an introductory book on acoustics in relation to people, on how studios are set up and the principles for a sound studio and listening room. The writer first shows how sound works, deals with resonances in rooms, sound waves, control of interferring noise, and then moves to more technical and specific aspects such as the design of studios. It includes pictures of a studio he designed and helped build in Hong Kong as a concrete illustration.

62. **EVEREST, F Alton**
Broadcasting in Hong Kong. Hong Kong, Hong Kong Baptist College, 1972. 28p bibl. illus. mimeo.

A survey of the overall broadcasting picture in Hong Kong, analysing the history, development, programming, technical problems of radios, television, wireless television and educational television. It lists the programmes of each electronic media, projects into the future of wireless broadcasting. It also discusses the future of cable service and satellite communication in Hong Kong.

63. **HONG KONG.** Colonial Secretariat
The future of broadcasting in Hong Kong; a statement prepared in the Colonial Secretariat and laid on the table of the Legislative Council on 11th January, 1956, by the Authority of the Governor. Hong Kong, Government Printer, 1956. 18p.

This statement traces the development of Rediffusion (H.K.) from its start through 1951, when Rediffusion came in as a competitor, to 1956. It contains a list of recommendations at the end as to how the operation can be improved further. These include: departure from the attitude of covering the cost by licence fees, introduction of all-day broadcasting on the Chinese transmission, improvement of transmission and programmes, introduction of commercially sponsored programmes.

64. **HONG KONG.** Television Authority
Programme standards — codes of practice I. Rev. ed., Hong Kong, Government Printer, 1972. 16p. English and Chinese.

Regulations and responsibilities of the operation of a television station. It sets general programme standards, context of violence and rules of contests.

65. **HONG KONG.** Television Authority
Programme standards — codes of practice II. Rev. ed.,

Hong Kong, Government Printer, 1972. 28p. English and Chinese.

Regulations concerning the preparation and televising of all advertising matter, and the advertising time standards.

66. **HONG KONG.** Television Authority
Progress report of television, November-December 1967. Hongkong, Government Printer, 1970. 21p. illus.

A report of the development of television in Hong Kong, starting from 1967 when a new station TVB began its operation. Items discussed include codes of practice, the distribution of antenna, advertising and broadcasting time, programmes and the expansion of the television industry in Hong Kong.

67. **HONG KONG.** Television Authority
Technical standards — codes of practice III. Rev. ed., Hong Kong, Government Printer, 1972. 18p. illus.

Specifications of the permissible tolerances in the generation, processing and transmission of signals by television stations in Hong Kong.

68. **HONG KONG.** Television Authority
Television advertising standards. Hong Kong, Government Printer, 1972? 9p. English and Chinese.

A Chinese and English bilingual pamphlet laying down the codes of practice relating to advertising in television in Hong Kong. These codes include: acceptability of advertising matter, advertising time standards and advertisements for medical preparations. It emphasises that licensees should be responsible for ensuring that advertising matters comply with codes of practice to programme standards, i.e. avoid taking advantage of children's natural credulity and sense of loyalty, and have no claims to disparage competitors.

69. **RADIO Hong Kong**
The Chinese radio audience in Hong Kong — a study of attitude toward and habits of radio listening. Hong Kong, 1971, 3v. mimeo.

The first two volumes contain the computerised data collected in a survey conducted by Survey Research Hong Kong Ltd. during 1971. The third volume is an interpretation and summary of the findings undecating the overall pattern of radio listening, an analysis of the Radio Hong Kong audience, and a comparative study of the news programmes of Radio Hong Kong and that of the competitive commercial radio station.

70. **REDIFFUSION Hong Kong**
RTV on the move. Hong Kong, Rediffusion Hong Kong, 1969. 12p. illus.

A pictorial pamphlet to commemorate the completion of the new television house of RTV and the moving in of the station.

71. **REDIFFUSION Ltd.**
Rediffusion 40 years on: 1929-1969. London, Rediffusion Ltd., 1970? 16p. illus.

A general survey of the development and extension of Rediffusion all over the world in the 40 years from 1929-1969. Includes a brief reference to Rediffusion Hong Kong when it started wired sound service in 1949 and TV service in 1957.

72. **TANG, Lok-fu**
Producing television programmes. Hong Kong, Hong Kong Rediffusion Television, n.d. 42p. illus. Chinese.

A collection of 13 short essays discussing techniques of producing a successful programme. An introductory guide for new recruits. The scope of discussions is wide, ranging from the quality of announcers and directors to technical discussions on sound, transmission of sound, and acoustic problems.

7. FILM

73. **CH'ING, Shou-hua**
The chaos of the post-war motion picture industry in Hong Kong and the impact of progressive film-making in Hong Kong. In His **The history of Chinese motion pictures. Peking, Chinese Movie Publications Co., 1963. p.306-336. illus. bibl.**

The writer reviews the situation of the film industry after the Second World War. He emphasises the heterogeneity of the themes of the movies and the impact of progressive workers from Mainland China on these movies.

74. **EBERHARD, Wolfram**
The Chinese "silver screen"; Hong Kong and Taiwan motion pictures in the 1960s. Taiwan, The Orient Cultural Service, 1972. 224p. bibl.

A catalog with abstracts of films which were shown in Taipei between 1960 and 1971. The introduction of the book discusses the general situation of the movie industry in Taiwan and Hong Kong. The writer analyses the themes of movies made in Hong Kong and Taiwan, and shows how they are related to the Chinese social values and norms in the two communities.

75. **HU, Fuk-yuan**
Techniques of motion picture production. Hong Kong, Luen Kiu Movie Production Co., 1957. 285p. illus. Chinese

The book illustrates how to use scientific theories to control and improve the two processes of motion picture production: exposure and development of film. The writer shows how, the study of photo-sensitivity to control the physical, chemical and mechanical elements can be co-ordinated in making a perfected system for the production of higher quality films. Pictures and drawings are used to illustrate the process.

76. **KUNG, Sun-lu**
Chinese film-making industry. Hong Kong, South Sky Book Co., 1961. 480p. 2v. illus. Chinese

The two volumes cover the period of the film-making industry from the introduction of exotic films in 1905 to 1940s when Chinese film making reached its full-fledgeness Accounts are given of the rise and fall of actors and actresses, and of the failure and success of various Chinese film makers to develop their market in China and overseas.

77. **WANG, Lau-chiu**
Essays on films. Hong Kong, The Chinese Students Weekly, 1969. 96p. Chinese

A collection of essays on different aspects of the film-making industry. It deals with the characteristics of films, techniques of acting, and modern trends of film-making.

8. AUDIO-VISUAL MEDIA

78. **BROWN, A G**
Audio-visual aids in education by A.G. Brown and S.W. Rainbird. Hong Kong, Government Printer, 1962. 178+18p. illus.

One of a series of handbooks for teachers and students of normal schools. It analyses and discusses the use of audio-visual aids in teaching, including film-strips, slides, films and tape recorders. Techniques in teaching different subjects are introduced. Emphasis is placed upon the important role teachers play in this kind of education. A list of names of local AV organisations is attached.

9. TRADITIONAL MEDIA

79. **TSIM, Tak-lung**
Chinese theatres in Hong Kong. Hong Kong, Center of Asian Studies, Hong Kong University, 1968. 51+120p. mimeo. English and Chinese.

A report of the proceedings of a symposium held on Nov. 22-23, 1968 about Chinese theatres in Hong Kong. The pamphlet also includes papers submitted by participants dealing mainly with the difficulties encountered by the Chinese opera, the impact of electronic media on the theatres, and the future of the opera.

10. LAW OF MASS COMMUNICATION

80. **HONG KONG.** Laws, statutes, etc.
Laws of Hong Kong. Rev. ed., Hong Kong, Government Printer, 1971. 17v.

A complete collection of the laws of Hong Kong. Includes those on Copyright, Defamation, Publication Consolidation, Misrepresentation, Telecommunication and Television. A revised edition of the 1964 laws, with supplementary amendments up to 1971.

81. **SHEN, Chen-yi James**
The law and mass media in Hong Kong. Hong Kong, Mass Communication Centre, Chinese University of Hong Kong, 1972. 180p. bibl.

The book contains two parts. The first part deals with regulations and ordinances that have to do with the media. The second concerns itself with reported court cases that have to do with the issue of the freedom of the press in England and U.S.A. Through these case studies, the book describes how the Hong Kong courts have interpreted the laws in connection with libel, contempt and privilege. The writer also discusses problems peculiar to Hong Kong as it adopts a Western judicial system for the Chinese.

11. COMMUNICATION IN DEVELOPMENT

82. **CHAN, K C**
Preliminary report on urban family life survey. Hong Kong, Family Planning Association, 1968. 29p.

This report touches briefly on the source of information of the women who called at the clinics. Mass media, according to the report, plays a very minor role in transmitting family planning information.

83. **CHOI, C Y**
The impact of industrialization on fertility in Hong Kong, a demographic, social and economic analysis by C. Y.

Choi and K. C. Chan. Hong Kong, Social Research Centre, Chinese University of Hong Kong, and Family Planning Association, 1973. 138p. illus.

A survey jointly carried out by the CUHK and the FPA to examine the relationship between certain socio-economic and social psychological factors and the fertility behaviour of women in an industrialised city, Hong Kong, to understand the practice of contraceptive methods among the people. In a chapter entitled "Birth control in Hong Kong", the writers gives a general review of birth control in Hong Kong. One section is devoted to sources of information of contraceptive methods for women calling at the clinics and discusses how they obtain knowledge of contraception. It reveals that only a very limited percentage learn about it from mass communication channels, the rest acquire their knowledge from the FPA.

84. **COUGHLIN, Richard J**
Fertility and birth control among low income Chinese families in Hong Kong. In Marriage and family living, 35(2), May 1963, 171-177.

An analysis of birth control among the low income families by interviewing women calling at the Family Planning Association clinics and of how their behaviour and beliefs affect the acceptance and use of modern birth control. The writer, in view of these characteristics, suggests that face-to-face communication is the most effective means of spreading the information of birth control.

85. **FAMILY Planning Association**
Annual reports. Hong Kong, Family Planning Association, 1965?. English and Chinese.

There is a section in each year's annual report which reviews the work of publication and publicity done by the FPA, and includes the new campaigns and new publications.

86. **HESS, Doris E**
Communication in family planning in the New Territories of Hong Kong: a study and comment on the flow and use of information. Hong Kong, Hong Kong Baptist College and Family Planning Association, n.d. 32p. illus.

A cooperative project of the Hong Kong Baptist College and the Family Planning Association, done to open up possibilities for feedback on the flow and use of information in a limited area of the Association's programme and show how women of NT get their information about family planning. The data are gathered by interviewing the women who called at the clinics. The writer also includes the social background of the women. It is found that of all the media, the broadcast media are the most effective because of easy access to the women. The report includes suggestions for increasing the effectiveness of carrying out family planning campaigns.

12. COMMUNICATION TEACHING AND TRAINING

87. **ASIAN Christian Communication Seminar,** Hong Kong, **1972 Report of the Asian Christian Communication Seminar. Hong Kong, Department of Communication, Hong Kong Baptist College, 1973. 26p. illus.**

A report of the seminar held in July, 1972. Participants of the seminar from nine Asian countries gathered for 3 weeks to study audience research.

88. **CHAU, See-leung** ed.
How to read English newspapers. Hong Kong, Kai Ming Bookstore, 1957. 263p. Chinese.

A book to show readers how to read English newspapers, their headlines and different types of stories, using illustrations from several large newspapers. It includes appendices of surveys of British and American newspapers.

89. **HONG KONG.** Education Department
The press. Hong Kong, Education Department, 1960. 14p.

A civics pamphlet for the secondary schools students about the press, what it is, how it works, what are its functions, how it affects politics, society and culture.

13. MASS MEDIA IN FORMAL EDUCATION

BROWN, A G
Audio-visual aids in education see 78.

90. **SIMPSON, R F**
Increasing educational efficiency: examinations, class size, team teaching, mass media, creative methods. Hong Kong, Department of Education, Hong Kong University, 1966. 451. illus. bibl.

A research study exploring the possibility of increasing educational efficiency in order to better deploy the community's financial and human resources. In a section entitled Mass Media and Educational Efficiency the writer discusses the effectiveness of television and broadcasting as teaching methods in primary, secondary and post-secondary education; and how it supplements teachers in education. The study also makes a comparison between the situation in Hong Kong and in other countries. It

concludes that TV can be a good supplement to teachers who can spend more time to attend to the feedback from the students.

14. ADVERTISING, MARKETING, PUBLIC RELATIONS AND MANAGEMENT

91. CHAN, Lok-kin
Product research and development with an application to cigarettes in Hong Kong. Hong Kong, Chinese University of Hong Kong, 1968. 72+81p. illus, bibl. mimeo. thesis(M.A.).

A survey to prove that a certain brand of cigarette locally made in Hong Kong failed in its sales campaign because of the absence of sound market research before introducing the new product. The writer conducted a survey to show how coordination and communication between the technical and marketing departments can help market research and product development.

92. CHAN, Man-yiu
Perceived risk and information seeking: an attitude study of automobile buyers in Hong Kong. Hong Kong, Chinese University of Hong Kong, 1972. 91+41p. illus. bibl. mimeo. thesis(M.A.) with summary in Chinese.

This paper investigates the relationship between perceived risks and consumer attitudes toward the importance of each type of information source and examines the major determinants of perceived risks. It analyses the information seeking pattern of a car buyer, how different types of buyers with different perceived risks choose the information source. It was found that those with high psychosocial risks chose advertisements as information sources whereas those with high performance risks chose family members and personal selling representatives for information.

93. CHEUNG, Yuk-hung
A profile of color TV set households. Hong Kong, Chinese University of Hong Kong, 1973. 110 1. illus. bibl. mimeo thesis(M.A.). With summary in Chinese.

A study of the consumer profile of colour TV, describing the socio-economic characteristics of the consumers, their perceptions and attributes that influence them in their adoption process of colour TV. It also differentiates between different types of adopters of the new idea. One chapter is devoted entirely to the development of television in Hong Kong from the starting of RTV in 1957.

94. LAM, Man-fai
A comparative analysis of the advertising objectives

and strategies of the soft drink industry. Hong Kong, Chinese University of Hong Kong, 1972. 94+11 1. illus. bibl. mimeo. thesis(M.A.) with summary in Chinese.

A research of the existing practices of the soft drink industry in formulating their advertising objectives and strategies and their effects on the advertisement layouts, i.e. the rationale behind the advertisement of each brand, the advertising objectives as related to reaching target consumers and communication with them and a comparison of different types.

95. **LAU, Sui**
Survey techniques used in Hong Kong marketing research. Hong Kong, Chinese University of Hong Kong, 1970. 94 1. illus. bibl. typescript thesis(M.A.).

The writer analyses the general situation of market research and the techniques used, comparing these with those in the United States which is considered the most advanced country in the field. In his conclusion, he points out that the Hong Kong people should get better informed about the field through public libraries and mass communication systems.

96. **LUK, Wah-shing**
Measurement of the impact of dialect in print media advertising copy. Hong Kong, Chinese University of Hong Kong, 1972. 82 1. illus. bibl. mimeo. thesis (M.A.) with summary in Chinese.

A survey to measure the difference of impact of using Cantonese and Mandarin in advertising copy on Cantonese people in print media. The writer tries, through the survey, to prove two hypotheses: 1) Cantonese viewers recognise and recall Cantonese copies; 2) Cantonese copy has no effect on the product image. Through the analysis of advertising copies of five different products or services, it proves that these two hypotheses are correct.

97. **SURVEY Research Hong Kong**
An analysis of readership. Hong Kong, South China Morning Post, 1965. 20p. illus.

A report on the first independent survey of Hong Kong's advertising media. It covers television viewing, cinema going, radio listening and readership of 29 newspapers and 50 periodicals.

15. GOVERNMENT COMMUNICATION

98. **HONG KONG**
Hong Kong: report for the year. 1949- . Hong Kong, Government Printer, 1950- . illus. annual.

An annual report prepared and published by the Hong Kong Government once a year. The report contains in each

issue one to two sections dealing with communications in terms of postal, telecommunication services, press, broadcasting and cinema in Hong Kong. There are valuable statistics attached to each report together with numerous color pictures on the various activities of Hong Kong.

99. **HONG KONG.** Chinese Language Committee
The second report of the Chinese Language Committee: oral and written communication between government and the public. Hong Kong, Government Printer, 1971. 24p.

The report discusses the application of equal status for both Chinese and English in oral and written communication between the Government and the public in forms, letters, advertisements for vacancies and notices. There is a section on communication through mass media where it criticises the Government for providing news releases to media only in English. It recommends that the Government give equal status to both languages.

100. **HONG KONG.** Commission of Inquiry
Kowloon disturbances 1966. Hong Kong, Government Printer, 1967. 148+19p. illus.

A report analysing the cause and history of the disturbances in 1966 due to the fare increase of the Star Ferry. It also analyses the role played by the press in the whole situation such as arousing public opposition to the fare increases, creating public unrest, arousing public sympathy by playing up the stories of the hunger strikers and other demonstrations.

101. **HONG KONG.** Director of Broadcasting
Annual departmental report. Hong Kong, Government Printer, 1972/73- .

An annual report published every year for the information of the public. It deals mainly with the development of programmes, facilities and the staff of the Department of Broadcasting.

102. **HONG KONG.** Government Printer
Annual departmental report. Hong Kong, Government Printer, 1972/73- .

An annual report published every year for the information of the public. It deals mainly with the development of the Government Printing Office, its printing facilities, changes of staff, and types of printing jobs done during the year.

103. **PUBLIC Relations Symposium,** Hong Kong, 1967
Hong Kong's public relations at home and abroad. Hong Kong, Department of Extramural Studies, Hong Kong University, 1967. 56p. illus.

A report of a symposium on the theme of Hong Kong's public relations at home and abroad. It contains speeches of prominent business and PR men, reviewing the profession of public relations in Hong Kong, and the PR of the Government.

104. **WATT, Nigel John Vale**
The fight against drug abuse; a review of the use of mass communications in Hong Kong to combat the spread of addiction. Hong Kong, Government Printer, 1971. 10p. illus.

Text of an address given at an International Symposium on Drug Dependence, held October 18-22, 1971. It reviews the use of mass communications to combat the spread of drug addiction in making the public aware of the peril of abusing drugs. It reviews the work of the Action Committee Against Narcotics to educate the public by using films, positive posters, symbolised posters and exhibitions. The speaker also points out that the cooperation of news media in transmitting messages about fighting drugs is essential for the formation of community attitudes towards drugs and drug addicts.

16. SOCIAL CONTEXTS OF THE MEDIA

105. **CHANEY, David C**
Mass Communication in social change. In His Young adults in Hong Kong; attitudes in a modernizing society by David C. Chaney, David B. L. Podmore and Andrew Lu. Hong Kong, Centre of Asian Studies, University of Hong Kong, 1973. p.137-175.

Mass media provide a sympathetic climate to innovation and thus nuture and support individual empathy and flexibility which can be a means of describing an individual's predisposition to change. Therefore, through the analysis of the media consumption of the youths of Hong Kong which is a transitional society, the writer tries to show the differences related to different types of modern attitudes and also how different youths react to social changes. The author gives a profile of the youths in media consumption and then changes, to which the youths are more receptive.

106. **CHINESE University of Hong Kong. Mass Communication Centre**
The press and social change in Hong Kong. Hong Kong, Rock House, 1971. 140p. Chinese.

A collection of essays and reports generated from a workshop held by the Centre in 1969 on newspapers and social changes in Hong Kong together with some research articles on Aberdeen, a fishing village in Hong Kong. The reports of the workshop (p.49-140) focus on the problems encountered by the Hong Kong press, and the possible solutions. The problems discussed include the status of the Chinese language in the British colony, the status of the Chinese press, the relationship between the press and the Government, and the lack of a professional standard.

107. **LEE, Wing-yee**
A mass media study of Hong Kong secondary school students. Hong Kong, Lutheran World Federation Broadcasting Service, 1969. 32+19p.

A study on the behaviour of secondary school students in mass communication, done by the LWF with the aim of gaining clearer knowledge of the students' habits in using media, so that the LWF may use media more effectively in transmitting its messages. Twelve hundred students from schools with different religious orientations were interviewed.

MITCHELL, Robert Edward
How Hong Kong newspapers have responded to the turbulent rapid social change see 29.

108. **YI, Chao-i**
The press and modern society. Hong Kong, Yau Lien Publishing Co., 1961. 89+32p. Chinese.

Explores the interaction between the press and society. Focuses on the responsibility of the press. Includes appendices of the brief history of the press in China, and the Chinese press in foreign countries.

17. COMMUNICATION TECHNOLOGY

109. **YU, Timothy**
Effects of hand composition on Chinese language publishing process and ways suggested for its improvement: a story of Chinese typography. 16p. Reprint: The Hong Kong Baptist College Academic journal, 1969.

A historical investigation of past efforts made towards the improvement of the slow Chinese typesetting; of current practices; and an exploration of the possibility of automation of Chinese typographical composition.

110. **YU, Timothy**
Mechanization and computerization of the Chinese typesetting process. Hong Kong, Chinese Language Press Institute, 1970. 64p. illus. Chinese.

Text of a report delivered at the third seminar of the Chinese Language Press Institute. It reviews the progress of Chinese typesetting in Hong Kong and introduces new techniques used in Japan. It discusses the optical-character-recognition (OCR) method and the application of the computer and the OCR system to Chinese typesetting.

18. MASS COMMUNICATION PERIODICALS

111. **BOOK news**
v.1- . 1970- . Hong Kong, Hong Kong Publishers' Association, 1970- . annual. Chinese.

A magazine published by the Association, reporting the activities of the association and the books published by its members together with some essays contributed by publishers on the publishing business in Hong Kong and Taiwan. The first issue was to commemorate the eighth book exhibition held at the City Hall.

112. **EDUCATIONAL television Hong Kong**
v.1- . 1971/72- . annual. Educational TV Centre, 79 Broadcast Drive, Kowloon, Hong Kong. English and Chinese.

This annual surveys the work of the Educational Television Centre. Includes articles on the ETV programmes, their evaluation, and times of transmission.

113. **HONG KONG Baptist College newsletter**
1971- . quarterly. Department of Communication, Hong Kong Baptist College, 224 Waterloo Road, Kowloon, Hong Kong.

A quarterly publication by the Communication Department of Hong Kong Baptist College on current news about the education and research of the colleges and institutes of Asia, with an aim to present various programmes, projects and works of the Asian institutions.

114. **MEDIA; for Asia's communications industry**
1974- . monthly. US$12.00 p.a. Media Publishing Ltd., 603, 6th Floor, Kayamally Building, 22 Queen's Road, Hong Kong.

Published by Media Publishing Ltd., this monthly is specially intended for those who are engaged in "Asia's communications industry" with the emphasis on the industry side. Each issue highlights a particular section of the communications industry, while regular sections provide up-to-date information about latest developments in "Press-time", "Media meeting", "Newsprint file", "PR", "Advertising", "Digest", "Broadcasting", "Print", "In my view", and "People: media personalities on the move".

115. **VISION & sound**
1962- . semi-annual. Government Printer, Hong Kong.

A half-yearly visual aids magazine published by the Hong Kong Education Department. The magazine also emphasises the non-mechanical visual aids such as blackboards and textbooks. It also contains information on the latest additions to the Education Department's Visual Aid Libraries.

PART II: MACAO

116. **ANJOS, Hernani**
Peace through culture. Macao, Tipografia Meecantil de N. T. Fernandes & Filhos Ltd., 1949. 32p.

Translated from the Portuguese address delivered at the Rotary Club of Macao at the occasion of the Rotary District Conference on March 12, 1949. It suggests that an International Nomadic Academy of Culture should be formed to promote the world peace.

117. **BOXER, Charles Ralph**
The Portuguese Padroado in East Asia and the problem of the Chinese rites, 1576-1773, Imprensa Nacional, 1948. 30p.

118. **BRAGA, Jose Maria**
Hong Kong and Macao. Hong Kong, Hong Kong Graphic Press Ltd. 1960. 189p.

A record of the good fellowship between Hong Kong and Macao through communications and the flow of people.

119. **CLARKE, Prescott**
The development of the English-language press on the China coast 1827-1881 see 10.

120. **CTT(Os) de Macao**
Seevicos de propaganda e publicidade dos CTT. Macao, Tai Wah Press Co., 1955. 178p. illus.

121. **EVEREST, F. Alton**
Broadcasting in Macao. Hong Kong, 1972. 10p. mimeo.

A descriptive report of the history and present situation of the radio broadcasting in Macao.

122. **FERNANDES, Gabriel**
Jornalismo(o)em Macao, Lisboa, n.d. 285p.

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